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These Beauty Brands Keep It All in the Family

By Megan McIntyre
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Mothers, daughters, partners, brothers: These beauty upstarts don't have a work/life balance — and they like it that way.

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Most parents believe in their child's potential, but not many are willing to bank on it. Jenny Frankel wins the mother-of-the-year award for not only recognizing the promise of daughters Ally and Taylor, but taking that budding beauty talent and turning it into a booming business.

Jenny, a chemical engineer and former product developer, noticed her daughters' proclivity for minimal-effort, naturally effortless makeup. Identifying a gap in the market, she worked alongside Ally and Taylor to create Nudestix, a complete cosmetics line consisting of neutral tones all delivered in an easy-to-apply pencil format.



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Twenty-year-old Taylor and 17-year-old Ally serve as both “chief inspiration officers” and the faces of the brand, each drawing from her personal beauty experiences. “Being of different generations — I’m a Gen X, Taylor’s a millennial, and Ally is Gen Z — we have different perspectives, friends, priorities, and skin and beauty needs,” says Jenny. “So it’s a real age-diverse and inclusive focus group.”

As with any professional venture, not everyone is going to see eye to eye. Arguing with your mom is practically hardwired into teenage girls, but in the case of the Frankels, those arguments were less about curfews and more about the color payoff of an eyeshadow. So how do you flex your business muscles when your boss is also the one who birthed you? According to all three, everyone gets an opinion and ideas are bounced around, but in the end it’s majority rules. “What’s great about our dynamic is that if my mom and I are having a disagreement, I can always count on Ally to take my side,” says Taylor. But Jenny says she isn’t above pulling the “boss card” every now and then.

The women truly do have their hands in every piece of the business, from social media to education to product development. “We all talk about innovation constantly and what products we’d love to come out with in a Nudestix way,” explains Ally. “Once the product has made it past the development stage we all help brainstorm the shade and product names, which is always really fun.”

In addition to the fun stuff, Jenny makes sure her daughters also understand the business side and what makes Nudestix so unique. “[Mom] always says that a beauty executive with over 20 years of experience would never be able to launch a brand like Nudestix,” says Taylor. That’s because, she continues, most executives don’t value or have access to millennials and their unique perspective on beauty. That’s why she believes family brands like hers are becoming more popular—they create an authenticity and genuine connection that is a priority for young consumers.

Which is why Jenny credits her daughters as being both the inspiration and the heart of Nudestix. “My girls inspire me every day — their vision is clear, brilliant, and innovative,” she says. “Unlike my parents’ generation, which wasn’t very social with their kids, my generation talks to their kids, shares ideas, gets inspired, and are more open to being friends and collaborating.” Sounds like the secret to business *and* parenting success.

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